



PATENT
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APPLICANTS : VORA, SANJAY et al.
SERIAL NO. : 09/222,554
FILED : December 29, 1998
FOR : STRUCTURED WEB ADVERTISING
GROUP ART UNIT : 2176
EXAMINER : Huynh, Cong Lac T

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APPEAL BRIEF UNDER 37 CFR 41.37

SIR:

This brief is in furtherance of the Notice of Appeal, filed in this case.

1. REAL PARTY IN INTEREST

Intel Corporation is the real party in interest for all issues related to this application.

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2. RELATED APPEALS AND INTERFERENCES

There are no other appeals, interferences, or judicial proceedings known to Appellant or Appellant's legal representative, which may be related to, directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

3. STATUS OF THE CLAIMS

This application currently contains claims 1-9, and 13-25. Claims 1-3, 8-9, 13-14, 17-22, and 25 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Skopp et al., U.S. Patent No. 6,256,739 (hereinafter "Skopp") in view of Broder et al., U.S. Patent No. 6,037,135 (hereinafter "Broder") in view of Cooper et al., U.S. Patent No. 6,1010,503 ("Cooper"). Claims 4-7 and 23-24 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Skopp, Border and Cooper in further view of Markowitz et al., U.S. Patent No. 6,311,185 B1 (hereinafter "Markowitz"). Claim 15 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Skopp, Broder, and Cooper in further view of Yu, U.S. Patent No. 6,067,552 (hereinafter "Yu"). Claim 16 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Skopp.

4. STATUS OF AMENDMENTS

No amendments to the claims were made in the Response to the Final Office Action. The attached claims reflect the current status of the claims.

5. SUMMARY OF THE CLAIMED SUBJECT MATTER

Information from different sources is frequently linked, through physical means (e.g. cut-and-paste) or using computers or similar means. Through this linking, two formerly

unassociated units of information become associated, so that a user accessing one unit of information will be presented with both. For example, a user accessing a Web page will also access any electronic advertisements displayed on that page.

Often, one of these units of information will be predetermined (or "given"). Another unit of information will then be selected (or "chosen") to be linked to the given unit of information. The chosen information unit will often be selected from among a group of information units eligible for linking to the given information unit. This group of information units is referred to as "candidate information" because it includes units of information which are candidates to be selected for linking to the given piece of information. For example, a group of electronic advertisements would constitute candidate information if it was available for linking to a Web site (given information). The candidate information group may contain many units of candidate information, and there may be continual adding and deleting of units from the group.

The content (including characteristics) of the given information unit usually will determine which candidate information unit will be linked to the given information unit. The content of the given information is compared with the content (including characteristics) of the candidate information, and the best match is selected.

The field of advertising commonly presents occasions for linking of information. Advertisers seek to target their ads to consumers likely to consume their products. Linking the ads to information that these consumers desire enables the advertisers to target these consumers. For example, magazine publishers producing an issue focusing on a particular topic may attempt to attract advertisements from advertisers related to that topic, and may place the ads in the magazine near the relevant stories.

Publication of information on the World Wide Web is largely advertiser-funded.

Operators of Web sites provide information on various pages of those sites which users access over the Internet. Web site operators place advertisements on their sites in exchange for payments from advertisers. These advertisements may include electronic displays of text and/or pictures, and may include links to Web sites operated by the advertiser.

Placing an advertisement on a Web page is an example of selecting a candidate information unit (advertisement) for a given information unit (Web page), and linking the two together. By matching the content of the given information unit to the candidate information units, the advertiser is able to target the users accessing the given information.

In the above-mentioned example, the given information is manually examined and compared to the candidate information in order to select one of the candidates to link to the given information. This laborious and time-intensive process is a limit on the linking of information. Furthermore, the candidate information group is usually not organized specifically for the purpose of selecting and linking the candidate information. Only the most general linkings are practical, such as, for example, linking ads to magazines with a focused audience, or a special issue devoted to a certain topic.

Web sites generally contain advertisements related to their general, but not specific content. Web sites including multiple Web pages may be divided into sections for certain topics. Advertisements related to those topics are allocated to the related sections, but it is not presently practical to allocate ads based on page-by-page content.

In addition to manual examination of given information, manual processing of the information, and linking to selected candidate information, as described above, other techniques have been used by Web advertisers to target their advertisements to certain users. Web search

engine operators employ user-input data to present certain ads to users. When a user inputs search terms to retrieve links to Internet sites, the search engine compares the user-input information to Web site descriptors contained on the site (meta-text) to retrieve addresses of sites containing matches to the search terms. The search engine substantially simultaneously searches a database of advertisements for matches to the input search terms. The search engine then displays links to the retrieved Web sites along with selected advertisements.

Another method by which computer software can provide information to a user, based on user inputs, is a feature of some user-oriented software programs (*e.g.* word-processing programs). This feature continually compares user keystrokes and command selections to a database containing lists of inefficient keystrokes and command selections and corresponding user messages. When a match is found, the software will display a message to the user suggesting a more efficient way to perform the user's desired task. In this way, even though the user is not aware of which of the user inputs will trigger a message, valuable information will be sent to the user automatically.

Independent claim 1 recites a method for associating a chosen information unit with a given information unit. In a first operation, the method automatically determines a content data of the given information unit by searching the given information unit (see *e.g.*, pg. 7, lines 3-14 and element 1 of Fig. 2), indexing the given information unit to produce indexed data (*Id.*), and performing a relevancy ranking on the indexed data (see, *e.g.*, pg. 7, line 15 to pg. 8, line 9 and element 2 of Fig. 2). In the second operation, the method automatically selects the chosen information unit as a function of the relevancy ranking on the indexed data (see, *e.g.*, pg. 10, line, 20 to pg. 11, line 8 and element 4 in Fig. 2).

Independent claim 2 recites a method for selecting a candidate information unit for linking

to a given information unit. First, content data of the candidate information unit is determined (see, e.g., pg. 8, line 17 to pg. 9, line 6 and element 21 in Fig. 3). Then, a content data of the given information unit is automatically determined by searching the given information unit (see e.g., pg. 7, lines 3-14 and element 1 of Fig. 2), indexing the given information unit to produce indexed data (Id.), and performing a relevancy ranking on the indexed data (see, e.g., pg. 7, line 15 to pg. 8, line 9 and element 2 of Fig. 2). Next, the ranked index data of the given information unit is compared to the content data of the candidate information unit (see, e.g., pg. 8, lines 10-16 and element 3 in Fig. 2). Then, the candidate information unit for linking to the given information unit is elected as a function of said comparing the ranked index data of the given information unit to the content data of the candidate information unit (see, e.g., pg. 10, line, 20 to pg. 11, line 8 and element 4 in Fig. 2).

Independent claim 3 recites a method for selecting a candidate information unit for linking to a given information unit. First, a content data of the candidate information unit is determined (see, e.g., pg. 8, line 17 to pg. 9, line 6 and element 21 in Fig. 3). Then, a content data of the given information unit is automatically determined by searching the given information unit (see e.g., pg. 7, lines 3-14 and element 1 of Fig. 2), indexing the given information unit to produce indexed data (Id.), and performing a relevancy ranking on the indexed data (see, e.g., pg. 7, line 15 to pg. 8, line 9 and element 2 of Fig. 2). Next, the ranked indexed data of the given information unit is automatically compared to the content data of the candidate information unit (see, e.g., pg. 8, lines 10-16 and element 3 in Fig. 2). Then, the candidate information unit for linking to the given information unit is selected as a function of automatically comparing the ranked indexed data of the given information unit to the content data of the candidate information unit (see, e.g., pg. 10, line, 20 to pg. 11, line 8 and element 4 in Fig. 2).

Independent claim 16 recites a method for associating a chosen information unit with a given information unit. First, a user computer system data is automatically determined by running a diagnostic program on the user computer system to determine at least one of a component coupled in the user computer system and a software program loaded on the user computer system (see, e.g., pg. 20, line 20 to pg. 21, lines 4 and element 82 in Fig. 9). Then, a chosen information unit is selected as a function of the user computer system data (see, e.g., pg. 21, lines 7-10 and element 84 in Fig. 9).

Independent claim 20 recites an article comprising a storage medium including a set of instructions, the set of instructions capable of being executed by a processor to implement the method of claim 1.

Independent claim 21 recites an article comprising a storage medium including a set of instructions, the set of instructions capable of being executed by a processor to implement the method of independent claim 2.

Independent claim 22 recites an article comprising a storage medium including a set of instructions, the set of instructions capable of being executed by a processor to implement a method for selecting a candidate information unit for linking to a given information unit. First, a content data of the candidate information unit is automatically determined by searching the given information unit (see e.g., pg. 7, lines 3-14 and element 1 of Fig. 2) indexing the given information unit to produce indexed data (Id.), and performing relevancy ranking on the indexed data (see, e.g., pg. 7, line 15 to pg. 8, line 9 and element 2 of Fig. 2). Then, a user computer system data is automatically determined by running a diagnostic program on the user computer system to determine a component coupled in the user computer system or a software program loaded on the user computer system (see, e.g., pg. 20, line 20 to pg. 21, lines 4 and element 82 in Fig. 9). Next,

content data of the candidate information unit is determined (see, e.g., pg. 8, line 17 to pg. 9, line 6 and element 21 in Fig. 3). Next, the content data of the candidate information unit is compared to two of the following: a ranked index data of the given information unit, a user computer system data, and a user input data (see, e.g., pg. 21, lines 5-18 and element 83-88 of Fig. 9). Then, the candidate information unit for linking to the given information unit is selected as a function of the comparison (Id.).

Independent claim 25 recites a computer system including a server (see, e.g., pg. 6, line 17 to pg. 7, line 2 and element 30 in Fig. 1), a given information unit and a candidate information unit where the server is adapted to determine a content of the candidate information unit. The server is to automatically determine a content of the given information unit by searching the given information unit (see e.g., pg. 7, lines 3-14 and element 1 of Fig. 2), indexing the given information unit to produce indexed data (Id.), and performing a relevancy ranking on the indexed data (see, e.g., pg. 7 line 15 to pg. 8, line 9 and element 2 of Fig. 2). The server is also to automatically compare the ranked index data of the given information unit to the content data of the candidate information unit to create a comparison result, and link the candidate information unit to the given information unit as a function of the comparison result (see, e.g., pg. 10, line, 20 to pg. 11, line 8 and element 4 in Fig. 2).

6. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

A. The rejection of claims 1-3, 8-9, 13-14, 17-22, and 25 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,256,739 to Skopp et al. (“Skopp”) in view of U.S. Patent No. 6,037,135 to Broder et al. (“Broder”) in view of U.S. 6,101,503 to Cooper et al. (“Cooper”).

B. The rejection of claims 4-7 and 23-24 under 35 U.S.C. § 103(a) as being unpatentable over Skopp, Broder, and Cooper and further in view of Markowitz et al., U.S. Patent No. 6,311,185 B1 (“Markowitz”).

C. The rejection of claim 15 under 35 U.S.C. § 103(a) as being unpatentable over Skopp, Broder, and Cooper and further in view of Yu, U.S. Patent No. 6,067,552 (“Yu”).

D. The rejection of claim 16 under 35 U.S.C. § 103(a) as being unpatentable over Skopp.

7. ARGUMENT

A. Legal Background

Absent anticipation it may be possible to combine two or more patents together to render a claimed invention obvious, and unpatentable, under 35 U.S.C. § 103(a). In determining whether the claims are unpatentable it is necessary to look at what the references actually teach. “It is impermissible within the framework of § 103 to pick and choose from any one reference only so much of it as will support a given position, to the exclusion of other parts necessary to the full appreciation of what such reference fairly suggests to one of ordinary skill in the art.” In Re Wesslau, 147 U.S.P.Q. (BNA) 391, 393 (C.C.P.A. 1965). Accordingly, a prior art reference must be considered in its entirety, and portions thereof must be taken in proper context. MPEP § 2141.02; Bausch & Lomb, Inc. v. Barnes-Hind, Inc., 230 U.S.P.Q. (BNA) 416, 419 (Fed. Cir. 1986).

B. Argument

According to an embodiment of the present invention, content data (such as a theme) for a given information unit (such as a web page) is determined and an information unit (such as an ad) is chosen as a function of the content data (theme). These processes are done dynamically, based on one or more algorithms. In the claims the content data of the given information unit is determined by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data. The ranked index data may then be compared to the information unit. (See, for example, page 7, lines 3-14; page 7, line 15 to page 8, line 16; page 8, line 17 to page 9, line 6; and page 10, lines 9-19).

Appellants respectfully submit that the cited references fail to teach or suggest a method for associating a chosen information unit with a given information unit comprising: automatically determining a content data of the given information unit; and automatically selecting the chosen information unit as a function of the ranked index data of the given information unit.

According to embodiments of the present invention, documents are classified utilizing rules of evidence by an array of parameters, including such things as information stored in the user's cookies, the user's computer settings, the date, etc. Further, embodiments of the present invention utilizes 'fuzzy' concept-based searching. (See, for example, page 7, lines 3- 14). The Office Action relies on the Skopp reference to allegedly show features of the claims. For example, as to claim 1, the Office Action states that Skopp discloses "automatically determining a content data of the given information unit by searching the given information unit," and "automatically selecting the chosen information unit as a function of" the content data of the given information unit. The support for this assertion is found at Col. 5, lines 26-35 and 58-67. The two paragraphs incorporating this cite are reproduced below:

The off-line user could select an advertisement from the banner 240 to automatically initiate the limited access to the Internet 100. The user PC 200 would request and receive Web page information through a Web proxy 510 and proxy control processor 530, and the Web page associated with the selected advertisement would be displayed. Although the user would be allowed to view a pre-determined list of related Web pages, other Web page requests would be rejected by the system 510, 530.

and

The client access control application 210 also resides on the user PC 200. The client access control application 210 can be used to initiate a Web browsing session. For example, the client access control application 210 can display an index of advertisements to a user. When the user selects an advertisement from the index, the client access control application 210 can activate the browser application 220 and obtain a Web page associated with

that advertisement. As explained in detail below, the user will only be allowed to access the Web page, or group of Web pages, associated with that advertisement. If desired, the user can then select a different advertisement from the index and view its associated Web page or pages.

Applicants respectfully assert that the Office Action is reading too much into these sections of Skopp. The sections above merely state that a single Web page or multiple Web pages are associated with a selected advertisement. The term “associated” refers to normal database storage in that looking up the selected advertisement in a database will return a database record that includes pointers or entries to the web-page(s) that the user will be able to access. There is nothing in Skopp that teaches or suggests that the content of web-pages is automatically determined by searching the web-pages. Skopp is very clear that it intends to limit web-access to a user to a particular subset of web-pages (Col. 5, lines 36-38). Also, it is noted that the advertisement that is being selected is from an e-mail message sent by the advertiser (see Col. 5, lines 20-25). Such does not “imply” an automatic searching of the content of web-pages, but rather implies an active decision by the advertiser to limit access to its pre-approved web-pages. Nothing in the text of Skopp either directly or implicitly teaches or suggests the features of claim 1 as stated in the Office Action. The Office Action repeats its use of the Skopp reference in each of the rejections of the remaining independent claims, and the arguments above apply to these claims as well.

In the Final Office Action, the Examiner argued as follows:

The fact that a user can view a predetermined list of related Web pages where the web page associated with a selected advertisement would be displayed shows that the web page relates to the selected advertisement in content. The web page here is not only associated with the advertisement but also relates to the advertisement. In other words, the content data of the web page is determined and the web page related to an advertisement is automatically selected for displaying. (emphasis in original).

According to Skopp, a user can view a predetermined list of related web pages associated

with an advertisement. Though the web page content may be related to the selected advertisement, there is no disclosure in Skopp as to automatic determination of the content of a given information unit by searching the given information unit. Such is missing from the quoted section of the Office Action above. Looking at the quoted sections of Skopp, there is no description whatsoever of searching a given information unit to automatically determine its content. Lacking such a description, it is not conceivable that Skopp provides any suggestion of how one would create a system or method for automatic determination of the content of a given information unit.

Indeed, Skopp teaches away from the features of the claims. The web pages that are available to be viewed by a user are stored (via their URL) in a database entry associated with an advertisement. It is the advertiser that seeks to limit the web pages that are viewed by the user. See, for example, Col. 2, lines 47-55 of Skopp where the cost for Internet access is either free or at a reduced cost. As known in the art (especially with respect to the services provided by Juno Online, the assignee of the Skopp patent), low cost Internet access is provided in exchange for persistent advertisements on the user's computer. The advertiser cannot afford to allow access to all or even a large number of web-pages that are "related" to its advertisement. Accordingly, to populate the database with a limited number of web pages, the advertiser would want to limit viewership to only a limited number of web pages selected by the advertiser (Col. 2, lines 51-55). To make such a selection would necessitate that the selection be done manually. There is simply nothing in Skopp suggesting an automatic selection or an automatic selection by searching a given information unit as called for in the claims. Since this feature is missing from Skopp and missing from the remaining cited references (as detailed in the previous Amendments), the Office Action fails to make a *prima facie* case for obviousness of the pending claims.

The remaining cited references fail to make up for the deficiencies of Skopp.

The cited section of Broder (Col. 5, lines 52 to Col. 6, line 6) is referring to "connectivity" between web pages (i.e., web-page 1 includes links to web-pages 2-5, web-page 2 includes links to

web-pages 1 and 6-8, etc.). Rankings can be done based on distance, D , between web-pages. Cooper has been cited for its ranking algorithm based on an index search (similar to what is described in the present application with respect to the Alta Vista, Infoseek, and Yahoo sites).

The Markovits and Yu references fail to make up for the deficiencies of Skopp, Broder and Cooper. Appellants submit that the present invention does not involve simply statically linking a Web page (such as a travel ad) to a search term, as does Markowitz. The present invention involves utilizing dynamic processes for selecting and categorizing. These processes are based on algorithms, such as methods of indexing and relevancy ranking terms and information. (See, for example, page 7, line 15 to page 8, line 9). As a further example of the dynamic nature of the processes, Appellants submit that decision-making based on various parameters by specific algorithms, such as comparisons of determined relevancy rankings, are utilized to determine if documents' rankings fall above a certain percentage to reduce the number of performed comparisons. (See, for example, page 8, line 4-6).

The Markowitz reference has been cited for allegedly showing a tree structure for a database. The reference, however, does not pertain to automatically determining a content data of the given information unit; and automatically selecting the chosen information unit as a function of the ranked index data of the given information unit. The Markowitz reference discusses selecting related advertisement to a web page based on the attributes of the requested Web page. The term "attributes" is defined in the claims and relates to how to put an advertisement into an HTML page (based on the presence and location of text and graphics or the colors of the text). In other words, nowhere in Markowitz is it suggested that the term "attributes" has a meaning in line with the currently pending claims (see, also, Column 3, lines 19-37). The problem that Markowitz is

dealing with is how to best place an advertisement given what a web-page looks like, not based on its informational content (e.g., what the page is about).

The Yu reference fails to make up for the deficiencies of Markowitz. There is nothing in the Markowitz or Yu reference that teaches or suggests the automatic production and ranking of indexed data for a given information unit and comparison of that the ranked index data can be compared to chosen information unit. as described in Applicants' previous remarks.

Accordingly Appellants respectfully request reversal of the rejection of claims 1-9 and 13-25 under 35 U.S.C. § 103(a).


CONCLUSION

Appellant respectfully requests that the Board of Patent Appeals and Interferences reverse the Examiner's decision rejecting claims 1-9 and 13-25 and direct the Examiner to pass the case to issue.

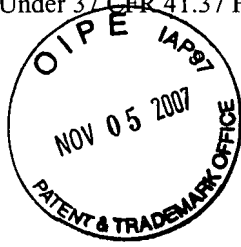
The Commissioner is hereby authorized to charge the appeal brief fee of \$510.00 (large entity) and any additional fees which may be necessary for consideration of this paper to Kenyon & Kenyon Deposit Account No. 11-0600. A copy of this sheet is enclosed for that purpose.

Respectfully submitted,

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APPENDIX

(Brief of Appellant S. Vora
U.S. Patent
Application Serial No. 09/222,554)

8. CLAIMS ON APPEAL

The claims in their current form are presented below:

1. (Previously Presented) A method for associating a chosen information unit with a given information unit comprising:

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data; and

automatically selecting the chosen information unit as a function of the relevancy ranking on the indexed data.

2. (Previously Presented) A method for selecting a candidate information unit for linking to a given information unit comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data;

comparing the ranked index data of the given information unit to the content data of the candidate information unit; and

electing the candidate information unit for linking to the given information unit as a function of said comparing the ranked index data of the given information unit to the content data of the candidate information unit.

3. (Previously Presented) A method for selecting a candidate information unit for linking to a given information unit comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data;

automatically comparing the ranked indexed data of the given information unit to the content data of the candidate information unit; and

selecting the candidate information unit for linking to the given information unit as a function of said step of automatically comparing the ranked indexed data of the given information unit to the content data of the candidate information unit.

4. (Original) The method of claim 3, further comprising:

after determining the content data of the candidate information unit, placing the candidate information unit in a look-up tree according to the content data of the candidate information.

5. (Previously Presented) The method of claim 4, wherein:

automatically comparing the ranked index data of the given information unit to the content data of the candidate information unit comprises traversing the look-up tree.

6. (Original) The method of claim 4, wherein:

the structure of the look-up tree includes the content data of the candidate information.

7. (Original) The method of claim 4, wherein:

the given information unit is available on the Internet.

8. (Original) The method of claim 3, wherein:

determining the content data of the candidate information unit includes:

collecting the content data of the candidate information unit;

incorporating the content data into the candidate information unit; and

storing the candidate information unit and the content data of the candidate information unit.

9. (Original) The method of claim 3, wherein:

determining the content data of the candidate information unit includes:

collecting the content data of the candidate information unit;

linking the content data to the candidate information unit; and

storing the candidate information unit and the content data of the candidate information unit.

10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Previously Presented) The method of claim 3, wherein:

the given information unit includes a page of content on the World Wide Web.

14. (Previously Presented) The method of claim 3, wherein:

the candidate information unit includes an advertisement to be displayed to a user.

15. (Previously Presented) The method of claim 3, wherein:

determining a content data of the given information unit further includes:

selecting a keyword;

counting a number of occurrences of the keyword; and

ranking the key word according to the number of occurrences of the keyword.

16. (Previously Presented) A method for selecting a chosen information unit comprising:

automatically determining a user computer system data by running a diagnostic program on the user computer system to determine at least one of a component coupled in said user computer system and a software program loaded on said user computer system; and

selecting a chosen information unit as a function of the user computer system data.

17. (Previously Presented) The method of claim 3, further comprising:

accessing a user computer system through a user Internet connection;

querying the user computer system to determine a user computer system data;

and

returning the user computer system data through the user Internet connection;.

18. (Original) The method of claim 3, wherein:

the given information unit includes a user-input information.

19. (Original) The method of claim 14 further comprising:

obtaining a user-input information; and

incorporating the user-input information into the content data of the given information unit.

20. (Previously Presented) An article comprising a storage medium including a set of instructions, said set of instructions capable of being executed by a processor to implement a method for associating a chosen information unit with a given information unit, the method comprising:

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data; and

automatically selecting a chosen information unit as a function of the ranked index data of the given information unit.

21. (Previously Presented) An article comprising a storage medium including a set of instructions, said set of instructions capable of being executed by a processor to implement a method for selecting a candidate information unit for linking to a given information, the method comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data; and

automatically comparing the ranked index data of the given information unit to the content data of the candidate information unit;

selecting the candidate information unit for linking to the given information unit as a function of said step of automatically comparing the ranked index data of the given information unit to the content data of the candidate information unit.

22. (Previously Presented) A method for selecting a candidate information unit for linking to a given information unit comprising:

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data;

automatically determining a user computer system data by running a diagnostic program on the user computer system to determine at least one of a component coupled in said user computer system and a software program loaded on said user computer system;

determining a content data of the candidate information unit;

comparing two of a ranked index data of the given information unit, a user computer system data, and a user input data to the content data of the candidate information unit;

selecting the candidate information unit for linking to the given information unit as a function of said comparing two of a ranked index data of the given information unit, a user computer system data, and a user input data to the content data of the candidate information unit.

23. (Original) The method of claim 4 wherein:

the candidate information unit includes an advertisement to be displayed to a user.

24. (Original) The method of claim 4 wherein:

the look-up tree includes at least one folder and at least one sub-folder.

25. (Previously Presented) A computer system comprising:

a server;

a given information unit;

a candidate information unit coupled to said server and said given information unit,
said server adapted to

determine a content data of the candidate information unit,

automatically determine a content data of the given information unit by
searching the given information unit, indexing the given information unit to produce indexed
data, and performing a relevancy ranking on the indexed data,

automatically compare the ranked index data of the given information unit to
the content data of the candidate information unit to create a comparison result; and

link the candidate information unit to the given information unit as a function
of the comparison result.

9. EVIDENCE APPENDIX

No further evidence has been submitted with this Appeal Brief.

10. RELATED PROCEEDINGS APPENDIX

Per Section 2 above, there are no related proceedings to the present Appeal.